

RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the Mayor be authorized to sign and submit a Grant Application to El Paso Electric Company on behalf of the City of El Paso in the amount of \$5,000.00 for the Mission Trail Harvest Market; and

That the Mayor's Office be authorized to furnish additional information that may be required by El Paso Electric Company in connection with the Grant Application for this Project; and

That the Mayor be authorized to execute, on behalf of the City of El Paso, any Grant Agreement and related documents, and any amendments to the initial Grant Agreement which increases or decreases funds, provided that no additional City funds are required, upon approval by El Paso Electric Company.

[In-kind matching funds only.]

APPROVED this 2nd day of June, 2004.

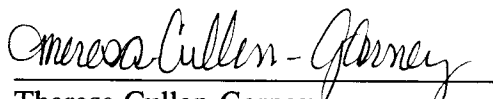
THE CITY OF EL PASO

Joe Wardy
Mayor

ATTEST:

Richarda Duffy Momsen, City Clerk

APPROVED AS TO FORM:


Theresa Cullen-Garney
Deputy City Attorney



Mission Trail Harvest Market

Introduction

The Mission Trail Harvest Market (Harvest Market) is a collaborative venture between the City of El Paso, the Ysleta del Sur Pueblo Indian Tribe and the Texas Cooperative Extension Service. The Harvest Market will showcase the fresh produce/products, arts & crafts, and culture of the El Paso area and facilitate the purchase of these items to locals and tourists. The initial site of the Harvest Market will be at the beginning of the Mission Trail, on the Ysleta del Sur Pueblo Indian Reservation, a region rich in history and culture. The Mission Trail is home to three of the oldest, continuously active missions in the United States.

The Harvest Market will serve as a community-gathering place, where cultural and entertainment programs will be offered. Event entertainment will include various youth performers, such as choirs, dance groups, and theater. It is anticipated that Future Farmers of America and/or 4H Clubs will offer educational programs. Possible event programs are: pet and learn and/or plant a seed, which will educate urban, as well as, rural youth about agriculture.

Purpose of Request

The Mission Trail Harvest Market is seeking funds to support multicultural entertainment that will compliment the design of this outdoor market. An emphasis will be placed on providing entertainment that will showcase local youth talent in the areas of music, dance, fine arts and theater. It will be complimented through the support of established local artists who will be able to draw a wider audience. Adult and youth talent will be scheduled together so that both groups may interact.

The goal of this design is to provide area youth with a venue to showcase their talent. City sponsored events such as Music Under the Stars and Al Fresco Friday continue to provide an outlet for established local artists. The Harvest Market will deliver the same opportunity for area youth who wish to showcase their talent.

The impact that this program will demonstrate is the development of relations between budding artistic youth with established adult performers, the opportunity to create technical advice and mentoring between the youth and adults participating in the program and the camaraderie of youth and adults working side by side as colleagues. Furthermore, this proposal will generate a greater interest in the Harvest Market by providing quality entertainment and artistic flavor for patrons attending this weekly event.

Issues Being Addressed

The Harvest Market entertainment component will address multiple issues facing area youth with artistic talent. This opportunity addresses the need for public venues where

youth can perform, it demonstrates that adults are working to provide leadership for youth in the area of arts, it also displays that El Paso is following the national agenda to “Save the Arts” and preserve our cultural traditions. It can also motivate other youth and parents to participate in the arts.

Funds Being Requested

The Mission Trail Harvest Market is requesting \$5,000.00 from El Paso Electric Company to help support its entertainment component. We are seeking other matching funds from the Empowerment Zone and the Paso del Norte Health Foundation in order to reach an estimated goal of \$15,000.00 for the entertainment portion of the Harvest Market. Funds will be used to pay for talent, sound and stage reinforcement, labor cost, hospitality and promotions.

Timeline

Funds for this request will be used over a 21-week period starting June 12, 2004. An estimated amount of \$700.00 will be used per week to cover expenses.

Personnel

The following individuals will be overseeing the entertainment component of the Harvest Market. Their skill and experience will ensure that the program is organized and professionally presented.

Laura Uribarri, Executive Assistant to Mayor Wardy

Ms. Uribarri will oversee the selection of talent, coordinate and manage the schedule of weekly artistic programming, develop and coordinate contracts for payment.

Carolyn Moore, Harvest Market Manager/Tourism Coordinator

Ms. Moore is charged with coordination of the Market activities, including vendor participation, entertainment, and other logistical arrangements.

Enrique Valadez, Parks and Recreation

Mr. Valadez will oversee the technical use of space for performances, recommend and coordinate use of stage and sound reinforcement, assist in identifying youth talent for performances, provide all other logistical recommendations in order to ensure programs are operated properly and professionally.

Mark M. Alvarado, Neighborhoods First Liaison

Mr. Alvarado will assist in identifying talent, negotiate with established artist to keep cost at a minimum, provide technical advice, ensure that neighborhood associations participate or volunteer in a capacity that maintains a friendly family atmosphere.

All Mission Trail Harvest Market supporters will be recognized for their generous contribution.

Minimal fees will be assessed to farmers/vendors for booth fees and tent rental. These assessments will ensure the Harvest Markets sustainability and will be used for expected and unexpected expenses, such as: marketing and advertising, and for tent and other equipment purchase and replacement, in current and subsequent years of operation.